

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Steven Rizzi et al.

Serial No.: 09/876,173

Filed: June 8, 2001

For: System and Method of Providing
Advertising on the Internet

Atty. Docket No.: 000479.00023

Group Art Unit: 3688

Examiner: Janvier, Jean D.

Confirmation No.: 5726

AMENDMENT UNDER 37 CFR 41.33(b)(1)

U.S. Patent and Trademark Office
Customer Service Window
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

In response to the non-final Office Action mailed on August 8, 2008, and concurrent with the filing of an Appeal Brief, Applicants respond as follows:

Amendments to the Claims are included in the **Listing of Claims**, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.